PHILIP MORRIS

:30 COSTS

Television File

MK 10/20/78

ESTIMATED YEARLY COST 1:30 COMM'L PAID BY L.B. FOR THE 1978/79 TV SEASON (PRIME ONLY)

ABC $57.0

CBS $43.0

NBC $40.0

(1) BASED ON FOLLOWING

	RTG	HOMES	CPM
ABC	19.5	14.5	4.00
CBS	16.4	12.2	3.50
NBC	15.0	11.2	3.50

2040687579

Source: https://www.industrydocuments.ucsf.edu/docs/srbn0004